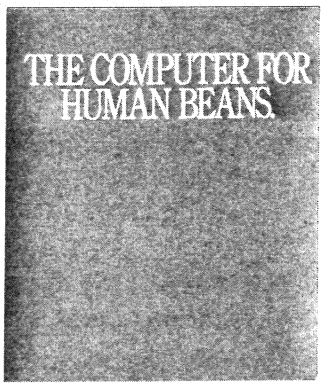
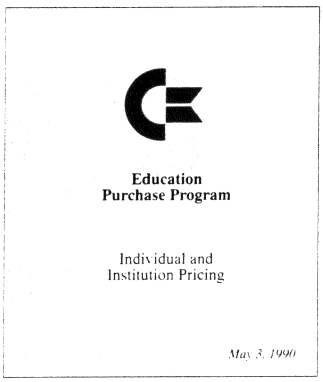
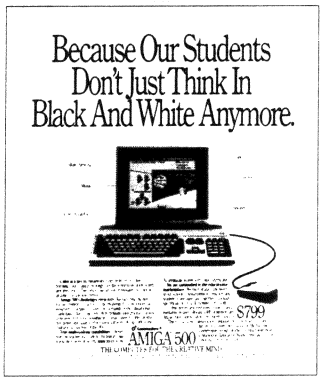
Amiga Mail MARKET

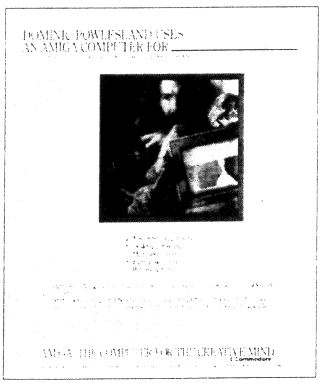
A PUBLICATION OF COMMODORE-AMIGA, INC. 1200 WILSON DRIVE, WEST CHESTER, PA 19380 - SUMMER 1990

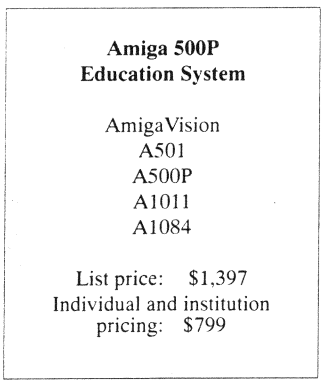
Educating America

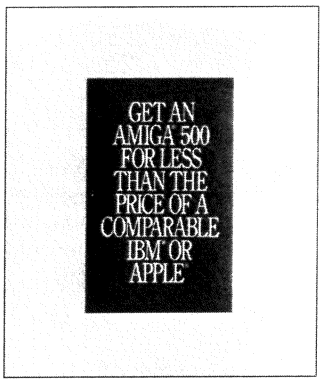


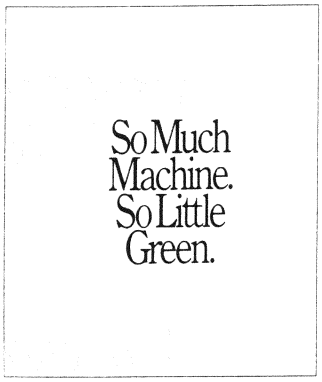


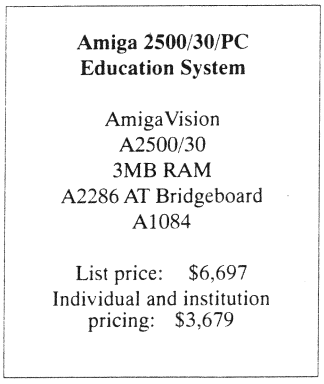


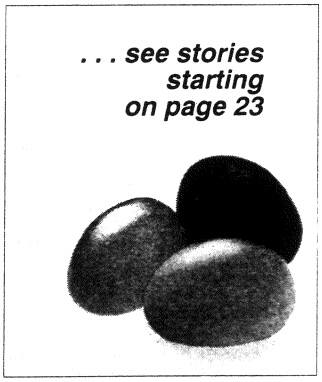












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Australian Software Distributors Revisited

Last issue we ran a list of software distributors. After rechecking our original files, we found that we had produced errors while editing the original, general purpose list sent to us by Commodore Australia. With our apologies, here is the unedited list that Australia sent. It includes Amiga software distributors, other distributors and the original comments:

Able Products of Australia
58 Griffith Avenue
East Roseville NSW 2096
Phone: (02) 417 7866
Fax: (02) 417 7535
BEST accounting s/w

Artscape
P.O. Box 751
Manly NSW 2095
Phone: (02) 977 1829
S/W (clip art) developer

Amiga Mail MARKET

Published quarterly by Commodore Applications and Technical Support

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About *AmigaMail Market*:
AmigaMail Market *is produced on an Amiga 2500 with 5MB of RAM. Stories are input using* WordPerfect, *then imported to Gold Disk's* Professional Page *for layout. Images were input via Sharp's* JX-300 *and* JX-100 *scanners and ASDG's* ProScanLab *and* ScanLab 100, *and altered with Electronic Arts'* DeluxePaint III *and ASDG's* The Art Department. *Pages were proofed on a 300-dpi laser printer and output as film on a 2400-dpi imagesetter.*

Mail Your Comments or Ideas to:
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or Susan West at Usenet [uunet, rutgers]!cbmvax!sue

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Computermart Pty Ltd.
622 Newcastle Street
Leederville WA 6007
Phone: (09) 328 9799
Fax: (09) 227 7324
S/W & h/w importer

Computermate
9 High Street
Mt. Kuring-Gai NSW 2080
Phone: (02) 457 8388
Fax: (02) 457 8739
S/W importer

DataFlow
134 Barcom Avenue
Rushcutters Bay NSW 2011
Phone: (02) 331 6153
Fax: (02) 331 3665
PC & Amiga Educational s/w

Electronic Arts (Aust)
Unit 4, 18 Lawrence Drive
Nerang QLD 4211
Phone: (075) 963 488
Fax: (075) 965 963512
Amiga, Atari

Greg Perry Terminal
21 Aloomba Road
Ashgrove QLD 4060
Phone: (07) 366 1402
Amiga s w distributor/developer

Imagineering
77 Dunning Avenue
Rosebery NSW 2018
Phone: (02) 662 4833
Fax: (02) 697 8670
Mainly MS-DOS, Mac s/w & h/w

J.P.R. Software
Suite 6, CDS House
36 Cowper Street
Harris Park NSW 2150
Phone: (02) 891 3688
Amiga, educational s/w

M.A.S.T.
Buckland House
19-21 Buckland Street
Broadway NSW 2007
Phone: (02) 281 7411
Fax: (02) 281 7417
Locally developed external drives for the Amiga

Megadisc
P.O. Box 759
Crows Nest NSW 2065
Phone: (02) 959 3692
Fax: (02) 959 3525
S/W publisher of magazine on a disk

Micro Australia
15 McDonald Street
Mortdale NSW 2137
Phone: (02) 736 3299
Fax: (02) 73 3663
Mainly MS-DOS s/w & h/w

Mindscape International
(formerly YPA)
5-6 Gladstone Road
Castle Hill NSW 2154
Ray Mortimer
Phone: (02) 899 2277
Fax: (02) 899 2348
Amiga s/w

Ozi Soft
3rd floor, 55a Mentmore Street
Rosebery NSW 2018
Phone: (02) 313 6444
Fax: (02) 697 8500
Amiga s/w & h/w

Pactronics
98 Carnarvon Street
Chatswood NSW 2067
Max Walters
Phone: (02) 748 4700
Fax: (02) 748 4604
Amiga, Atari C64

Proton Micro-Electronics P/L
1 Pope Street
Beverly SA 5009
Phone: (08) 347 2072
Fax: (08) 340 0069
Amiga h/w dist./retailer/dev.

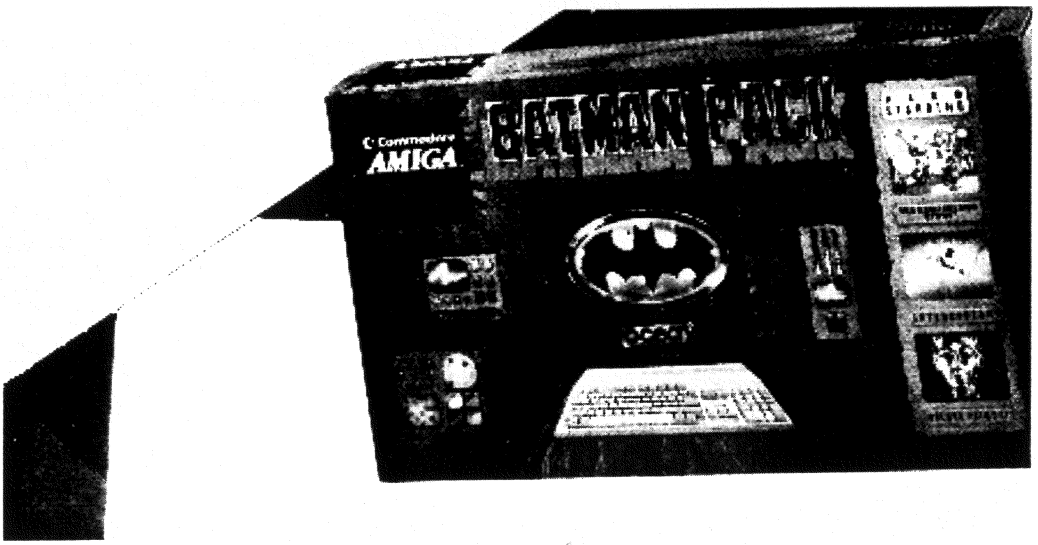
Questor
3rd floor, 55B Mentmore Avenue
Rosebery NSW 2018
Tim Allison
Phone: (02) 662 7944
Fax: (02) 697 8500
Amiga, Atari, MS-DOS

Sourceware
Unit 1/6-8 George Street
Artarmon NSW 2064
Phone: (02) 427 7999
Fax: (02) 427 7642
Amiga WordPerfect/ MS-DOS distributor

Sybiz Pacific
301 14 Berry Street
North Sydney NSW 2060
Phone: (02) 954 5211
Fax: (02) 954 5240
Accounting s/w

Tech-Pacific
Unit 1, 5-15 Epsom Road
Rosebery NSW 2018
Phone: (02) 697 7111
Fax: (02) 669 3340
MS-DOS s/w ▲

Here's a more accurate list which includes software distributors in Australia.

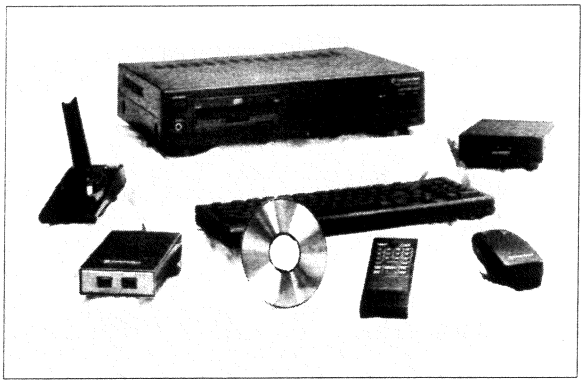


Commodore U.K. has tried to capitalize on the Batman craze by introducing an A500 bundled with Ocean's Batman *software and three other titles. Batman Pack joins Commodore U.K.'s other two bundles:* Class of the 90's *and* Flight of Fantasy.

MULTIMEDIA PLAYER PREVIEWED AT SUMMER CES

Commodore International unveiled its Commodore Dynamic Total Vision (CDTV) interactive multimedia player at the Summer Consumer Electronics Show in Chicago. The new player, which is a synthesis of CD-ROM and Amiga technologies, represents a major evolutionary advance in the development of interactive consumer electronics products and home entertainment.

Commodore's CDTV player is the first low-cost, consumer-oriented product to combine the massive storage capabilities of the compact disc with the multitasking capabilities, audio, graphics, sound and processing power of an advanced personal computer into a single, simple-to-use, affordable unit.



Planned accessories include an infrared keyboard, an infrared trackball, a 3.5-inch floppy disk drive and a genlock.

The player, resembling a standard home VCR, connects directly to a television set and home stereo unit to become an interactive information, education and entertainment center. A simple infrared remote device controls the player, allowing user access to a wide variety of programs. For example, CDTV technology makes it possible for users to access specific topics listed in reference materials such as encyclopedias, world atlases and almanacs at the touch of a button.

In addition to various interactive reference materials, a wide variety of instructional programs such as cooking, sports, foreign languages and special learning programs for children are planned. Music, from rock to opera, will be enhanced with video graphics. Electronic games will be significantly more sophisticated in depth of play, sound and graphics than on any currently available video game or personal computer format.

"CDTV is the next logical step in the evolution of consumer electronics," said Nolan K. Bushnell, general manger of Commodore's recently formed Interactive Consumer Products division. "It provides capabilities far beyond any currently available entertainment or computer system, yet is remarkably simple to use. If you know how to change TV channels with a remote control, you can take full advantage of CDTV."

A compact disc's enormous storage capacity – more than 550 megabytes of digital data – enables program developers to design applications which are significantly more sophisticated, challenging and exciting than those available on any existing computer or home entertainment format.

Because compact discs can contain so much information and since they are Read Only, they cannot be copied or pirated without very expensive equipment. At the same time they are very affordable to mass-produce, making them extremely attractive to program developers. The majority of discs will carry a retail price ranging between $30 and $100. Commodore plans to have approximately 100 titles available for CDTV at Christmas.

The heart of the Commodore CDTV player is its Motorola 68000 16/32-bit CPU. CDTV has one megabyte of RAM and utilizes proprietary Commodore graphics and audio processors.

This advanced technology is accessed through a ten-key infrared remote control. The player also has infrared and peripheral ports that can be used for an optional keyboard, joystick or mouse, further enhancing the capabilities of this unique component.

The basic CDTV player also contains a front panel "smart card" port, which allows consumers to save and store up to 64k of data. Consumers can save games in progress, personal finance projects and other activities using the smart card. Once the information is saved on the smart card, the player can be turned off without loss. The application can be resumed simply by re-inserting the card and continuing the program.

A front-panel 24-hour clock, stereo headphone jack, and full-function fluorescent display provide time, track and volume information at a glance.

The rear panel allows consumers to config-

Compact discs are very affordable to mass-produce, making them extremely attractive to program developers.

Birth of an Innovation

"The Baby" (as it's been affectionately referred to around Commodore over the past nine months or so) has been christened Commodore Dynamic Total Vision. The little tyke's prospects appear to be promising. A "birth announcement" in the June 5 edition of the *Wall Street Journal* noted: "The CDTV Player makes the personal computer maker an early entrant into a market that many computer companies consider to be vast. The companies think that the home market for computers is finally about to pick up with the introduction of multimedia machines."

But *WSJ* also offered up a challenge to developers:

". . .it may take a couple of years for companies to produce enough application disks to make these systems attractive.

" 'Commodore has a history of producing great hardware, but they don't have enough software available,' said Greg Drahuschak, a securities analyst at Wheat First/Butcher & Singer. "

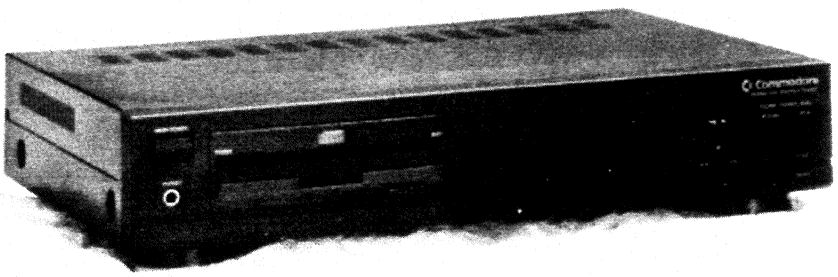
If you'd like to join the developers helping Commodore's latest progeny get on its feet, contact Gail Wellington or Mike Kawahara at Commodore. We'd like to prove Mr. Drahuschak wrong and see this Baby walking ahead of schedule.

ure the CDTV player for specific applications. The player is compatible with televisions or monitors, and works in both NTSC or PAL. In addition to an external floppy disk drive interface, CDTV has a serial port for a modem, parallel port for a printer and MIDI in and out. A SCSI interface card can be installed inside the box.

"There is a tremendous pent-up demand for a player with the capabilities of CDTV," said Bushnell.

Planned accessories include an infrared computer keyboard, infrared trackball, a 3.5-inch floppy disk drive, a printer and a video genlocking card, which allows users to mix computer graphics with live video. The CDTV player is also compatible with conventional CD-Audio discs at 8-times oversampling and CD+G discs (compact discs with graphics).

The CDTV system of players, accessories and program applications is scheduled for launch in early fall by Commodore subsidiary companies throughout the world. CDTV's suggested retail price is expected to be under $1,000 (U.S.).



"We do not think of CDTV programs as software," said Bushnell. "Instead the concept that drives CDTV is that of an electronic interactive, instantaneously accessible library. We will have fiction, non-fiction, reference and entertainment titles that provide consumers with a truly unique source of information and entertainment."

Amiga developers interested in developing for the CDTV should contact Gail Wellington who is "Head Librarian" on the project.

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Commodore CDTV Player Targeted to Adult Consumers; National Distribution Planned

Commodore's new interactive multimedia CDTV player addresses the growing consumer demand for interactive entertainment systems.

Commodore Dynamic Total Vision (CDTV) brings advanced functionality and an enhanced audio and video experience without the operating complexity of computers. CDTV will introduce consumers to a new way of learning and experiencing, bringing heightened sense of reality to conventional audio, video, text and graphics. Consumers can become active participants in the music and books, sound will be enhanced by stunning graphics and visual images, and games will increase in complexity and challenge.

Nolan Bushnell identifies two groups of consumers for CDTV. The first group is enthusiasts who currently have advanced audio, video and computer systems in their homes.

The second group is educated adults who want to provide their families with interactive multimedia information, education and entertainment, but don't want to learn how to work with a conventional computer or buy a limited game machine.

"There is tremendous pent-up demand for a player with the capabilities of CDTV," said Bushnell. "Until now, consumers have had to

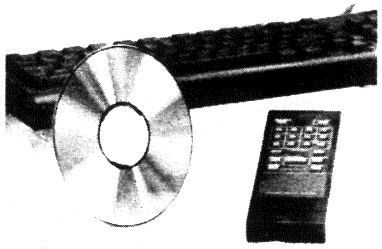
deal with separate audio, video and computer systems which were unrelated to each other," adds Bushnell.

Bushnell anticipates that market acceptance of CDTV will follow a pattern similar to that of the VCR. Commodore plans to launch the product internationally. While precise distribution plans have yet to be finalized, Commodore plans to market the product in the United States through high-end audio/video specialty retailers, upscale department stores and selected retail chains.

"Our retail distribution will reflect the specific needs of our target audience," said Bushnell. "Initial CDTV buyers are seen as sophisticated consumers who typically spend a great deal of time researching and gathering information before making purchases. The retailers selected to introduce this product must know not only how to sell and explain new technology, but also to provide high levels of service required to meet the needs of these discerning consumers."

Titles for CDTV, which are expected to number 100 by Christmas, will include entertainment, information and education. Planned programs will consist of reference materials, interactive learning programs for children, games and fiction, as well as exciting instructional programs that include leisure activities such as sports and cooking, business skills and self-improvement. This range suggests a fraction of the potential topics that can be available on CDTV. ▲

- Guy Wright contributed to the CDTV articles.

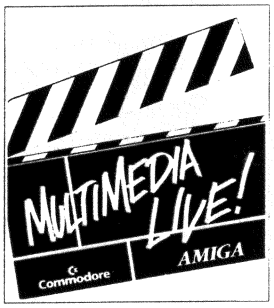


A3000 Launch Focuses on Multimedia

by Isabelle Vesey
Senior Technical Writer

Live, from New York, it's Multimedia.

That was the theme at the Palladium in New York City on April 24 as the Amiga 3000 made its North American debut. It was standing room only as over 350 people crowded onto the dance floor of the famous nightclub/theater (site of MTV's Dance Party) to watch a rousing multimedia presentation.



The first half of the presentation featured veteran comic actor Professor Irwin Corey trying to define the term *multimedia*. The second half -- using sharply paced graphics, sound, video and animation -- truly defined multimedia for the viewers. Perhaps the highlight of the presentation was a segment beginning with the words, "Would you like to see all the paintings in the Louvre?" Blending to video, a hand appears, presses the screen and starts a roller-coaster-like tour through the European masterpieces.

After the presentation, Harry Copperman, president and COO of Commodore Business Machines, led an hour-long event introducing the A3000 and a host of other new Amiga products: *AmigaVision*, AmigaDOS 2.0, networking cards for Arcnet and Ethernet as well as the 1950 multiscan and the A2024 monochrome monitors. Copperman focused on how the new products combine to create a

powerful, multitasking environment for multimedia presentations.

Who will use multimedia? Lloyd Mahaffey, Commodore's vice president for marketing, who has asserted that there is no *one* multimedia market, focused on the question. He defined several areas: interactive instruction for the education market, dynamic business presentations, engineering simulations, and professional video and music markets. Citing statistics that show an $11 billion market for multimedia-capable computers by 1995, Mahaffey said, "In the '70s, it was word processing. In the '80s, it was desktop publishing. In the 1990s, it's going to be multimedia."

Instead of just announcing the A3000, Commodore tied it to the launch of the authoring system, Amiga networking, and a new OS – making a strong case that the Amiga is the natural platform for multimedia.

To demonstrate *AmigaVision,* Amiga Graphic Marketing Manager Christopher Kohler first produced a simple animation with Electronic Art's *DeluxePaint III.* He then used the new authoring system to combine that animation with a company logo and digitized sound -- producing a short, but powerful, desktop presentation. The effect was to take multimedia out of the hands of video techies and put it in the offices of ordinary businesspeople.

After the event, the press had a chance to see the Amiga in action. Over a dozen workstations were set up to spotlight the machine's proficiency in areas such as 3D-mapping, college and business presentations, and user-based training.

The following are excerpts from initial press reaction to the Multimedia Live! event:

Business Week May 7, 1990

Commodore Plugs Into Multimedia

Will its Amiga 3000 leapfrog IBM and Apple in a hot new market?

The lights dim, and a hush descends within New York's cavernous Palladium discotheque. There's a brief calm, and then two huge projection-TV screens light up with a stunning kaleidoscopic barrage of video clips and computer animations. Onlookers are drawn into an eye-gripping, MTV-inspired journey stretching from the microscopic to the moon and back, all propelled by the pumped-up volume of a throbbing soundtrack. At the five-minute spectacle's riveting climax, the crowd, palpably thrilled, bursts into cheers.

Just some voguish New York nightcrawlers out for an evening of sensory overload? Not quite. This is a bright Tuesday morning, and the star of the show is an ordinary-looking desktop computer, which also happens to be driving all those lights and sounds.

Wall Street Journal April 25, 1990

Commodore Offers New Multimedia Amiga Computer

Commodore International Ltd. introduced an Amiga personal computer that gives it a solid entry in the fast-growing market for machines using multimedia technology. . . The machine announced at a news conference here yesterday stacks up nicely against the

competition . . . The 3000 also comes with a so-called authoring system that makes it rather easy to pull together a multimedia presentation. . . With suggested retail prices of $3,299 to $4,499 -- depending on the speed of the processor and the size of the hard disk – the Amiga 3000 line also costs thousands of dollars less than some competing systems.

PC Week April 30, 1990
Commodore Targets Multimedia Market with Amiga 3000

Commodore Business Machines Inc. last week mapped out its plan to become a leader in the multimedia market and offered up a dedicated multimedia machine as a taste of things to come.

The new Amiga 3000, due in May, combines powerful graphics and audio capabilities with an authoring program that simplifies the development of multimedia presentations . . .

Computer Reseller News April 30, 1990
Curtains Rise for Amiga

The future of desktop multimedia took a leap forward last week when Commodore Business Machines Inc. unveiled its next-generation Amiga 3000 multimedia personal computer and *AmigaVision* multimedia authoring software.

"Previously, software firms were reluctant to write for the Amiga," said Tim Bajarin, president of Creative Strategies Research International. "A lot of big companies are starting to think differently about Commodore based on this technology."

According to Bajarin, a misconception has also persisted about the software base for the Amiga platform. "Although Commodore doesn't have a whole lot of software, there are a lot of quality graphics and video programs and they also have *WordPerfect*, desktop-publishing programs and databases." He said last week's announcement will contribute favorably to increasing the amount of software available for Amiga systems.

Other press covering the launch included: *Communications Week,* April 30; Associated Press, April 24; *Information Week,* April 30; *InfoWorld,* April 23; *Computer World,* April 30; *Audio Visual Communications,* May; *MIS Week,* April 30.

▼ ▼ ▼

AmigaVision Authoring System Unveiled

Commodore's multimedia authoring system, called *AmigaVision,* was previewed on April 24 at the Multimedia Live! launch. The system can be used to create innovative applications ranging from daily business presentations to complex courseware. According to Commodore Vice President of Marketing Lloyd Mahaffey, the program significantly expands the multimedia market by providing an affordable, easy-to-use method for business, education, government and consumer users to develop new applications by creatively combining graphics, text, video, animation and audio.

The interface for *AmigaVision* works like a flow chart – by laying down different icons for video, text, etc., you can build a program. Double-clicking on an icon will bring up the screen/menu from which you can specify most attributes and controls. Unlike other authoring systems, *AmigaVision* is non-intrusive. It allows applications to run without the program's menus being visible.

You don't have to be a computer programmer to use *AmigaVision,* but those more adept at coding can use its built-in constructs. These

"The future of desktop multimedia took a leap forward last week . . . "
- Computer Reseller News

allow you to easily do things such as create a loop or a conditional branch. The authoring system also features built-in mathematical functions (such as you would find in BASIC or C), and it supports ARexx to allow applications to interact with programs on the same or other networked machines.

AmigaVision will be bundled with all Amiga 2000 and 3000 series machines as well as with the A500P (see "Defining the Amiga 500," p.11). For existing owners, *AmigaVision* is available for a suggested retail price of $149. Developers who have purchased Amiga 3000s before the program was bundled will be mailed copies of *AmigaVision* at the end of June. Developer pricing of the package itself will be $77 (P/N AS250).

- Catherine Godfrey contributed to this article.

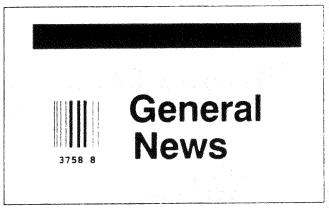
The Amiga 500C will be in 1400 consumer outlets nationwide by mid-September.

Commodore Targets Consumer Market

The introduction in May of the Amiga 500 into the consumer channel is one of several major steps Commodore is taking to aggressively expand the Amiga user base. The new Amiga 500-based package was developed exclusively for national, high-end retail distributors and is designed as a showcase for home education, business and entertainment applications.

The new bundle, designated the Amiga 500C, includes the Amiga 500 with a bonus pack that includes *Textcraft Plus* wordprocessing software, Brøderbund's *Where in the World is Carmen Sandiego?,* Spectrum HoloByte's *Tetris,* and an A520 RF modulator for connecting the Amiga directly to a TV.

Listed as a "best buy" in *Consumer's Guide*'s 1990 ranking of home computers, the Amiga 500C is available for $799 (suggested retail price). A recent column published by the United Features Syndicate also said, "Commodore's Amiga 500 is the best home computer available today."



"The Amiga 500C is an ideal alternative for consumers looking for a computer offering the advanced educational capabilities of a multimedia machine as well as features designed for business applications and entertainment," said Bob Larsen, Commodore vice president for consumer sales.

Larsen added that Commodore has commitments with several major national and regional retailers to carry the Amiga 500C as part of its aggressive move back into the consumer channel. An announcement naming the new chains is expected to be made in mid-summer. These commitments will give the Amiga 500C exposure in approximately 1400 total storefronts across the country by mid-September. Commodore plans to support the retail introduction with regional print and television advertising beginning the week of June 11.

In addition to introducing the Amiga 500C bundle, Commodore has taken several other steps in the past few months to support the consumer market. Jim Reeder, brought on board as vice president of customer satisfaction, is implementing a comprehensive customer satisfaction program.

One of the cornerstones of Reeder's new customer service program is an innovative new service called CommodoreExpress. (See "CommodoreExpress" on page 11.)

Commodore Vice President of Marketing Lloyd Mahaffey said the emphasis on the con-

sumer channel marks a critical step in the company's overall corporate strategic direction. "We now have the product, the people and the channel support necessary to reclaim the consumer channel -- our home base for many years," he added. "And, with the Amiga's competitive price and innovative new customer service program, we're confident the Amiga will be the alternative of choice to families who want a machine that gives them more than just games and more than just MS-DOS capabilities."

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Defining the A500

You may have noticed that press releases and stories from West Chester are often appending a letter to the A500. Walt Simpson, new product manager, defined the two versions of the A500 being sold in the U.S.A.: the A500P and the A500C.

The A500P comes packaged with the following:

- Appetizer – one disk of introductory versions of music, word processing, graphics and entertainment software
- *AmigaVision*
- A501 RAM expansion.

The A500C is the package being introduced in the consumer channel (see related story on previous page). It comes bundled with:

- *Tetris* – entertainment software from Spectrum HoloByte
- *Where in the World is Carmen Sandiego?* – edutainment software from Brøderbund
- *TextCraft Plus*
- a disk-based tutorial to the Amiga
- the A520 TV adaptor
- Microsoft BASIC for the Amiga
- a certificate for a free issue of *AmigaWorld.*

Both versions feature the same basic hardware within the A500 itself.

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Commodore Adopts One-Year Warranty

Jim Reeder, Commodore Business Machines' vice president, customer satisfaction, announced a one-year warranty on all Amiga computers and peripherals. The new warranty, which covers parts and labor has been extended to all Amiga CPUs purchased since January 1, 1990.

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CommodoreExpress™

Commodore has announced an unprecedented partnership with Federal Express Corporation as part of an aggressive new customer service package designed with the home computer user in mind. The new program was announced at the end of April and applies to all Amiga 500s in the United States purchased since January 1, 1990.

Here's how it works: If a customer has a problem with his Amiga 500 he can call a 24-hour toll-free "helpline" where a customer service representative will try to talk the customer through the problem. Should the service rep determine that the problem is the result of a defect in the A500, the rep makes arrangements for Federal Express to pick up the machine at the customer's home or place of business -- at no charge under warranty.

The machine is then sent to a Federal Express service facility in Memphis, Tennessee for repair or replacement. Federal Express then returns the repaired machine to the customer's home or office.

"Setting up and operating a computer can be intimidating, especially for new users," said Jim Reeder, Commodore vice president, customer satisfaction. Reeder added that even the simplest manual is often too technical. "CommodoreExpress makes the prospect of owning a computer easier by providing home users with ongoing service and support that lasts long after the sale."

The innovative idea was credited to Tony Zaborowski, longtime Commodore service manager, who received a bonus to reward his creative thinking.

The one-year warranty and CommodoreExpress make the "Best Buy" Amiga 500 even more attractive to customers in the market for a home computer. New channels of distribution and enhanced customer satisfaction are sure to have an impact on Amiga 500 sales going into the fall "back to school" and holiday buying buying seasons.

▼ ▼ ▼

2.0 Sticker Deadline Extended

Jeff Scherb, vice president of CATS, reports that, due to popular demand, applications for the Release 2.0 Developer Participation program will be accepted through the end of the Developers Conference in Atlanta.

Under the program, developers certify that their software is compatible with Release 2.0 or that a 2.0-compatible version of their software will be available by August 1. Eligible developers will receive 5000 "AmigaDOS Release 2 compatible" stickers to place on their software boxes and will be included in Commodore print advertising.

There are currently discussions going on to run this program in Europe, too. Developers in Europe who have interest in participating should contact Gunda O'Neal at the ESCO office in Frankfurt for more details.

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Wanted: Amiga-Based Exhibits and Displays

Have you used the Amiga to create any kind of exhibits, displays or kiosks for museums, trade shows, visitor centers, information systems, etc.?

We are looking for case-studies of Amiga-based exhibits and displays to feature in upcoming issues. Especially interesting are interactive applications using touchscreens, trackballs, video discs, etc.

If you have created one of these exhibits or displays, please send a written description and photograph of the system (if you have it) of the system to:

Susan West
CATS

1200 Wilson Drive
West Chester, PA 19380 ▲

Nolan Bushnell Joins Commodore

Computer Entertainment Pioneer to Head up New Division

Nolan K. Bushnell has been named general manager of Commodore International's new Consumer Interactive Products Division. Bushnell, one of Silicon Valley's early computer innovators, is widely acknowledged as having started the singularly biggest consumer electronics "boom" of the 1970's -- video games. With his 1972 invention, "Pong," the first video game ever introduced to the American public, Bushnell ignited the video game craze that has since swept the world. It was with that little game that he founded Atari and the coin-operated video game industry. This industry later grew to over $8 billion a year in sales, nearly double that of the entire movie industry. In 1976 he sold Atari to Warner Communications and remained chairman until 1978.

Bushnell

For more information on what Bushnell will be doing at Commodore, see CDTV story on page 4.

- David Rosen has joined Commodore as vice president, marketing, for Commodore International's Consumer Interactive Product Division. The new division will be in charge of developing and marketing the recently announced Commodore Dynamic Total Vision (CDTV) player. Rosen formerly served as Director of Electronic Entertainment for Link Resources Corp., New York.

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Commodore Business Machines (U.S.A.)

- Ronald E. Stanczak has been appointed vice president, sales for Commodore Business Machines. Stanczak will be responsible for all sales activity in Commodore's professional dealer channels. Stanczak will also be adding a Value Added Reseller sales team in the near future. Prior to joining Commodore, Stanczak held a variety of executive positions at NCR. Most recently he was assistant vice president, marketing where he had responsibility for all of NCR's indirect PC channels -- including field sales, dealers, VARs and OEMs. Stanczak personally led the sales effort to get NCR PCs into Businessland.

▼ ▼ ▼

CATS

- Paul Higginbottom has accepted the new position of manager, developer support. Paul is a longtime Commodore employee who has been active in various capacities in Commodore's sales, marketing, support, software development and training departments since 1979. Most recently he held the position of training and support manager under Jim Reeder, CBM's vice president, customer satisfaction. Paul will manage technical support, standards implementation, market-

CATS has a list of Amiga user groups available for the asking. Just ask Susan West at (215) 431-9446.

ing support, publications and administrative support.
- Robert Radcliffe has joined CATS as applications manager, Unix products. Radcliffe was formerly senior manager, third-party application software products, Prime Computer.
- Mary Ann Falin has been named executive assistant to CATS vice president Jeff Scherb. Falin was formerly assistant to the president at Amkor Electronics, Inc. Falin has stepped in to replace Pasty Lehew who moved back to her home state of North Carolina
- Vicki Eubanks has joined CATS from Commodore's service department. Eubanks will be CATS secretary; her service background makes her a welcome addition to the growing department.

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Marketing

Education Marketing

Commodore's Education department continues to grow. Recent additions include:
- John Bradicich, manager, education contracts administration
- Susan Bengough, K-12 specialist
- Fred Holland, higher education specialist
- Stuart Maleeff, eastern regional sales manager, education
- Gail Purcell, account executive, higher eduation, eastern region
- Sandy Davis, account executive, K-12, eastern region
- Terry Schevker, central regional sales manager, education
- Dan Pfister, account executive, central region
- Patti Herrera, western regional sales western region

Product Marketing/
Marketing Communications
- Charles Russell, national manager, consumer marketing, formerly with Sharp Electronics.
- M. Teresa Abreu has been promoted to coordinator, marketing communications.

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Federal Systems Group

- Celeste DeMilt, GSA marketing manager, will head up the GSA Partners Program which allows dealers to sell off the GSA contract through a third-party holder of the contract.
- David Bruss, civilian/DOD account executive, served for eight years as systems analyst for the House of Representatives.
- Jana Marino, civilian account executive, has eight years experience selling DOS- and Unix-based hardware and networking solutions to the Department of Defense.

▼ ▼ ▼

Customer Satisfaction

- Mary Lou Light has been named training manager and will be responsible for all training (both internally and externally), with a primary focus on training for CBM's sales force and the dealer/consumer channels. Light previously served as instructor/consultant for SEI Corporation and manager of training services at Sanchez Computer Associates. ▲

Amiga Market Profile:

COMMODORE FRANCE

by Benjamin Phister

If you are looking for new prospects to expand your installed user base, you might well consider France. With about 56 million inhabitants, France is currently the third largest market for microcomputers in Europe.

The Professional Market

As in most countries, PC compatibles dominate the professional marketplace with IBM, Compaq, Bull, Olivetti, Victor and Tandon leading the pack. Commodore France now can claim about 2 percent market share in the professional PC-compatible world.

Apple takes a strong second place in the professional market, with a share of over 20 percent. Apple has long been a dominant player in France, dating back to Apple II days. One important reason for Apple's presence is the strong leadership provided for years by Jean-Louis Gassée, who was the general manager of Apple France before being promoted to VP of product development in Cupertino.

The Consumer Market

Until recently, Amstrad claimed over 50 percent of the home computer market with their 8-bit CPC product line. Amstrad's position has been weakened lately with the rise in popularity of the 16- and 32-bit machines from Atari and Commodore.

Atari is second, especially with its ST products. The ST was on the market nine months before the Amiga, and boasted a much more attractive price. The ST520 cost 2990 FF (the franc is currently at 5.6 FF to one $US), while the Amiga 500 initially cost 4750 FF. That's over 50 percent more than the ST520! As a result, the ST outsold the A500 by five to one.

Commodore France has recently lowered the price of the A500, while Atari was obliged to raise the price of the ST520. Since January 1990, the street price for the two systems is about the same: around 3490 FF (*about $625US - ed.*). Not surprisingly, the A500 has been outselling the ST520 since that time.

Game consoles, with which Sega and Nintendo have enjoyed so much success in the USA, have not done nearly as well in France. People continue to prefer a real computer, not just a dedicated game machine.

Education

The education market in France is not an easy one for Commodore. During the middle 1980s, the government announced a broad program called "Informatique pour Tous" ("Computers for Everyone"). This plan obliged K-12 schools to purchase Thomson T07 computers. (Thomson is a nationalized French company.) Thompson no longer manufactures these machines, which are now

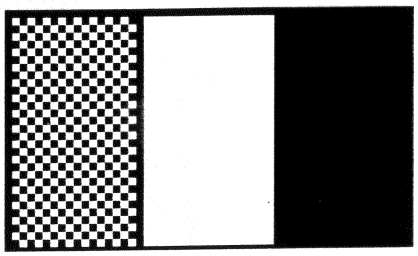
Benjamin Phister is the Technical Support Manager of Commodore-France

widely distributed in the schools and very rarely used by the school teachers. They have very limited graphics and sound capabilities.

Recently the government has required public schools to buy PC-compatible systems. Commodore has taken advantage of that edict by marketing "EducAmiga," which is basically the Amiga 2000 with a Bridgeboard. Schools, which are eligible to purchase the package at a special price through our dealer channels, can comply with the law while still enjoying the advantages of the Amiga. The program has proved highly successful.

Market Pecularities

One key aspect of the French market is the importance of translations. As anyone who has travelled in this country knows, the French are not very good linguists. Unlike their Dutch or German counterparts, the majority of the French do not like to speak English and have trouble reading it. Gallic pride is also an issue here. The French are proud of their language and culture, and do not want to see the language of Molière swallowed up in an English-speaking world.



They have even passed laws protecting the language. According to this legislation, it is impossible to sell a product in France without instructions in French on how to use it.

More important than the law is a question of personal preference. French computer users often refuse to purchase software if the menus, requesters and manual are not in French.

A final point to consider when entering the French market is the VAT. When establishing pricing for your product, remember that all computer products, hardware and software, are subject to the 18.6 percent standard sales tax, as well as a 25 percent tax on video products.

The Amiga in France

The installed base of the Amiga in France today is approximately 85,000 units. There are probably about 5000 A1000s in use. As for the rest, the sales ratio of A500 to A2000 is about 8 to 1.

The Amiga 3000 was launched at the SICOB show on April 24 and will be available in stores at the end of June 1990.

Amiga 500 sales have increased dramatically since the price reduction in January 1990. We are now selling over three times as many per month as last year. We project we will sell over 60,000 A500s this coming fiscal year (July '90 to June '91).

The Amiga 2000 was originally sold as a purely professional system. All dealers participated in a mandatory two-day sales course. With the arrival of the A3000, we have reduced the price of the A2000 to the current list price of 7990 FF, tax included *(about $1,430US - ed.)*. We hope to open up distribution of the A2000 and increase market share while the A3000 takes its place as the new, high-end system.

Marketing Actions

Commodore France has had very strong growth in the past few years. Our annual sales figures provide a good idea:

FY 1988	100 Million FF ($18 M)
FY 1989	165 Million FF ($29 M)
FY 1990	300 Million FF (projected) ($53 M)

FY 1991 540 Million FF (projected) ($96 M)

We are planning an ambitious TV advertising campaign for the end of this year, which ought to help us reach our goal. This will be the first time Commodore products have been on TV in France in over four years.

Distribution Channels

Commodore France has over 1000 authorized points of sale throughout the country. We have three major types of channels:

1. Chain stores. Over 450 of our points of sale are through large chain stores such as FNAC, NASA, Conforama, and Auchan/ Boulanger. All are large department stores with microcomputer departments. They offer low hardware prices, and nearly all of these stores also sell software.

2. Computer shops. We have about 300 specialty shops which sell nothing but computers, peripherals and software. They usually have two or three employees, and sell many brands (Atari, Commodore, Amstrad, some PC compatibles). Some of them are very competent on the Amiga, and even go so far as to offer software import and localization services.

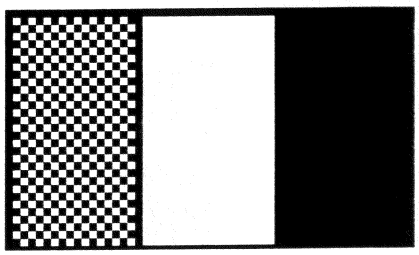
3. Value Added Retailers. We have about 300 VARs. These are often small companies who develop specific applications or perform services (digitizing images, graphic creations, etc.). A number of these have developed kiosk information systems, based around the Amiga.

Software and Peripheral Distribution

There are a number of companies involved in importing software and peripherals for the Amiga. With our improving installed base, more and more companies are becoming interested.

We can divide the distributors into two broad categories: wholesalers and independent publishers.

The wholesalers are companies that have a broad range of products, for many types of computers. They usually publish a catalog which is distributed to the central purchasers in chain stores, and to the computer shops. They often have direct telephone marketing services to drum up business.



Some of these wholesalers will purchase 20 or 30 copies of any product which they think will sell and add it to their catalog. If it sells, they will re-order.

The major advantage of working with these companies is their close contact with our distribution channels. They know and work with nearly all our dealers, and have good connections with the central purchasers. The major disadvantage: little technical support, usually no advertising, and often no translations.

The most important wholesalers in France are Guillemot, INNELEC and Ecudis.

The second type of distributor is the publisher. Some are independent software publishers while others are dealers who have branched out into importing software and peripherals.

Publishers usually translate manuals and software. They often participate with Commodore at trade shows and many will do advertising for Amiga products in the French trade press. They also can offer telephone hotlines, upgrade services, etc.

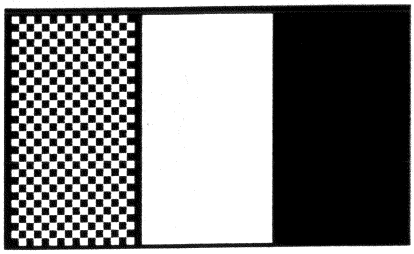
Publishers often prefer to work on an exclusive basis. They usually ask for higher margins than wholesalers, because of the extra work they put into the translations and mar-

To all subsidiaries and hardware distributors: we're always looking for contributions. Fax your news to Mark Green or Susan West in West Chester or e-mail it to Usenet [uunet, rutgers]! cbmvax!mark.

keting of the products. Of course, it is up to you to negotiate pricing directly with the partner you choose.

A list of some local publishers follows, and the major products they currently carry:

CIS	GVP products, *Perfect Sound, LIVE!*
MAD	*Excellence!*
CICI	Scanners, *DigiView*
BUS Plus	*Trumpcard*, IVS products
Essonne Mailing	*Caligary, TeX*
Human Technologies	Gold Disk products, *DBMan*
The Disc Company	Numerous packs, bundles
Atelier Numérique	ASDG products
TECSOFT	CSA, Worm drives



Here are the adresses of the companies mentioned:

Atelier Numérique
10, rue Parmentier - 75011 PARIS
Tél. 33 1 40 24 17 51

BUS Plus
41, rue Barrault - 75013 PARIS
Tél. 33 1 45 80 05 66

CICI
136, rue Lamarck - 75018 PARIS
Tél. 33 1 42 26 12 92

CIS
571 cours de la Libération-33400 TALENCE
Tél. 33 1 56 37 43 78

Ecudis
Rue Léon Paviot, 69500 BRON
Tél. 33 1 72.33.18.08

Essonne Mailing
8-10, rue du Bois Sauvage-91024 EVRY Cdx
Tél. 33 1 64 97 04 57

Guillemot
BP 2, 65200 LA GACILLY
Tél. 33 1 99.08.90.88

Human Technologies
87, rue de Billancourt - 92100 BOULOGNE
Tél. 33 1 46 04 88 71

INNELEC
45, rue Delisy, Centre d'Activités de l'Ourq,
93500 PANTIN
Tél. 33 1 48.91.00.44

MAD
42, rue Lamartine - 75009 PARIS
Tél. 33 1 42 80 64 02

Tecsoft
19, rue du Pont des Loges - 57000 METZ
Tél. 33 1 87 75 74 71

The Disc Company
9, rue de Vanves - 92100 BOULOGNE
Tél. 33 1 49 10 99 95

Commodore France currently has a headcount of 48 people and is located at:
150/152 avenue de Verdun
92130 Issy les Moulineaux
FRANCE
Telephone: 33 1 46 44 55 55
Fax: 33 1 46 44 59 30
Telex: 631558 ▲

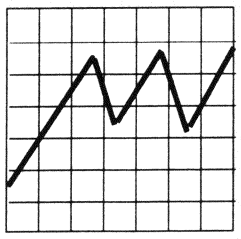
AMIGA USER PROFILE

	All	500	2000	2500
Purchased from:				
Dealer	72.19	62.51	84.94	69.44
Dept. Store	8.43	11.74	.64	1.38
VAR/OEM	1.40	1.11	.64	0.00
Corporate Buy	.66	.97	.21	0.00
Educational Buy	6.48	8.11	9.46	26.37
Other	10.81	15.52	4.08	2.77
Last Computer Owned:				
C64/C128	39.45	48.86	12.50	7.93
Amiga	25.62	9.77	76.38	63.49
Unix	.33	.34	.23	0.00
Atari	8.58	10.12	2.08	3.17
MS DOS or OS/2	6.51	5.75	2.08	15.87
Apple II	5.28	8.02	2.31	0.00
Macintosh	1.51	2.09	.69	1.58
Other	12.69	15.00	3.24	7.93
Reason Selected:				
Education	22.88	23.65	15.53	15.49
Business	6.42	5.91	7.22	7.04
Home Office	9.56	9.21	13.12	5.63
Entertainment	21.64	26.82	14.66	4.22
Music	3.56	3.43	4.81	4.22
Programming	5.03	3.98	9.19	12.67
Scientific	1.51	1.37	2.84	2.81
Graphics/Art	14.67	14.44	14.00	15.49
Desktop Publ.	3.25	2.75	2.18	8.45
Animation	2.20	2.75	2.40	5.63
Telecommunications	.61	.68	.65	1.40
Interactive Video	.77	.55	1.09	0.00
Other	4.29	2.88	6.12	8.45
Primary Location of Use:				
Home	92.38	94.82	89.24	80.28
Office	4.55	2.99	6.45	12.67
Laboratory	.42	.27	1.29	1.40
Classroom K-12	.53	.54	.64	1.40
Classroom College	1.18	.81	1.07	2.81
Other	.91	.54	1.29	1.40
Most Important Feature:				
Price	22.96	26.05	16.46	20.63
Warranty	.53	.56	.48	0.00
Graphics	47.68	48.45	43.58	39.68
Support	4.54	4.62	2.17	1.58
Power	18.17	14.84	32.44	33.33
Sound	1.55	1.82	.96	1.58
Brand	4.54	3.64	3.87	3.17
Additional Products Will Purchase:				
Dot Matrix Printer	33.32	38.20	18.32	16.44
Laser Printer	15.51	15.68	18.95	24.66
Hard Drive	29.25	31.64	18.95	30.14
Modem	35.69	39.54	59.58	15.07
Video Peripheral	21.20	19.03	27.79	34.25
Scanner	8.51	8.31	10.53	17.81
Tape Backup	3.09	2.01	4.42	16.44
LAN	1.36	.80	2.11	1.37

	All	500	2000	2500
Purchaser Age:				
Under 18	9.72	10.43	.86	1.42
18-24	21.95	26.78	20.47	21.42
25-34	28.51	28.84	28.87	24.28
35-49	31.71	27.06	40.08	41.42
Over 50	8.10	6.86	9.69	11.42
Purchaser Computer Experience:				
Level 1	14.39	17.17	4.09	1.42
Level 2	16.68	18.00	10.56	12.85
Level 3	22.24	21.88	18.96	18.57
Level 4	17.93	18.42	21.12	14.28
Level 5	10.96	10.38	15.30	17.14
Level 6	17.77	14.12	29.95	35.71
Purchaser Sex:				
Male	88.56	87.75	91.81	88.73
Female	11.43	12.24	8.18	11.26
Number of Children:				
None	24.97	26.75	26.56	38.46
1	43.93	45.48	47.39	23.07
2	20.00	18.06	14.58	30.76
3	6.89	6.35	6.77	0.00
4	3.23	2.00	4.68	7.69
5	.78	1.33	0.00	0.00
Annual Income:				
< $10,000	18.29	21.92	11.62	14.28
$10,000 - $19,999	15.10	18.31	11.38	14.28
$20,000 - $29,999	22.12	25.22	19.85	6.34
$30,000 - $39,999	14.04	11.71	14.76	15.87
$40,000 - $49,999	13.44	9.60	19.12	15.87
$50,000 - $59,999	7.74	6.30	9.44	17.46
$60,000 +	9.23	6.90	13.80	15.87
If primary user is someone other than purchaser, these questions applied:				
Primary User Age:				
Under 18	19.53	20.40	4.51	1.53
18-24	23.34	27.58	22.34	24.61
25-34	27.03	28.59	27.53	23.07
35-49	23.14	18.24	35.89	40.00
Over 50	6.93	5.17	9.70	10.76
Primary User's Computer Experience:				
None	13.57	15.79	4.28	2.94
Level 2	16.94	18.98	9.93	10.29
Level 3	22.82	21.44	18.96	19.11
Level 4	18.07	18.55	21.89	11.76
Level 5	11.10	11.30	14.89	17.64
Level 6	17.47	13.91	30.02	38.23
Primary User's Sex:				
Male	87.40	86.69	91.30	93.75
Female	12.59	13.30	8.69	6.25

**This high percentage attributed to the Amiga 1000 trade-in.*

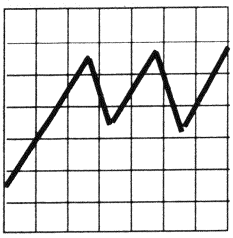
This information has been culled from Commodore's warranty cards received between September and December 1989. All figures are expressed as percentages.



STATS

AMIGA WORLD SUBSCRIBER SURVEY

Our thanks to Ken Blakeman and AmigaWorld for letting us publish these results.



STATS

The following information has been compiled from *AmigaWorld*'s 1989 Subscriber Survey, the results of which were tabulated by Harvey Research Organization, Inc., and published on January 29, 1990. For a copy of the complete survey, contact Ken Blakeman at *AmigaWorld*. The survey drew an extraordinarily high response rate of almost 80%, the only incentives being a $1 bill and postage-paid return envelope.

Unless otherwise noted, the number of respondents to the question are 784.

How long have you been using computers?

less than a year	4%
1-2 years	12
3-5 years	26
6-8 years	22
more than 8 years	35
no response	1
average	*6.04%*

Which of the following personal computer brands do you presently:

	own?	use at home?	use at work?
Amiga 1000	43%	37%	6%
Amiga 500	33	28	3
Amiga 2000	25	22	5
Commodore 64	16	11	2
IBM-PC Compatible	10	9	31
Commodore 128	5	4	*
IBM PC	3	3	25
Amiga 2500	2	2	1
Apple II	2	1	3
Macintosh SE	2	1	7
Atari (other)	2	1	*
Atari ST1040	1	1	-
Macintosh Plus	1	1	1
Commodore (other)	1	1	-
Texas Instruments	1	-	-
Tandy/Radio Shack	1	1	1
Other	3	2	7
No Response	3	13	33

* *less than 1/2%*

Of the survey respondents:

97.2% own a computer
95.7% own an Amiga computer
86.6% use a computer at home
83.7% use an Amiga computer at home
66.7% use a computer at work
13.0% use an Amiga computer at work

Which of the following peripherals do you:

	presently own	intend to purchase in next 12 months
color monitor	90%	3%
multisync monitor	6	17
monochrome monitor	7	*
external 3.5" disk drive	74	16
external 5.25" disk drive	17	
hard disk drive	31	26
dot matrix printer	73	8
letter-quality printer	24	5
laser printer	4	12
color printer	-	11
memory expansion card	59	7
external memory	21	8
MS-DOS board	8	9
68020 board	3	3
68030 board	1	8
MIDI interface	11	9
genlock	9	11
modem	55	20
synthesizer	12	-
joystick	77	11
sound digitizer	8	7
video digitizer	17	8
framegrabber	4	8
digitizing tablet	3	5
other	11	3
flickerFixer	-	9
b&w scanner	-	3
color scanner	-	5

no other peripheral was indicated by more than 1/2% of surveyed respondents.

Where did you purchase your computer system(s)?

computer store	71%
mail order	26
discount store	7
department store	3
manufacturer	3
military exchange	2
previous owner/user	3
other	2
no response	1

(Note: total exceeds 100% due to multiple responses.)

What is the total cost of all the computer hardware you currently own?

Less than $500	1%
$500 - $750	2
$751 - $1000	3
$1001 - $1500	12
$1501 - $2000	15
$2001 - $2500	13
$2501 - $3000	14
$3001 - $3500	10
$3501 - $4000	7
more than $4000	22
no response	1

average cost: $2776.00
median cost: $2638.00

Please indicate the primary and secondary application for which you use your computer.

	Prim.	Sec.
Accounting	3%	2%
Animation	4	6
CAD	2	3
Database Management	8	5
Desktop Publishing	7	6
Education	6	6
Financial Management	5	4
Games/Home Entertainment	23	28
Graphics/Business Present.	6	6
Hardware Development	-	*
Household Management	5	5
Music	4	6
Software Development	8	5
Spreadsheets	5	4
Telecommunications	5	6
Video	7	6
Word Processing	27	18
Art-Lithography	1	*
Other**	2	1
no response	2	6

(Note: no other application was indicated by more than 1/2% of surveyed respondents.)

Please check the term that best describes you as a programmer:

Beginner	21%
Intermediate	31
Advanced	20
Do Not Program	27
No Response	1

Do you presently use an on-line service?

Yes	29%
No	70
No Response	1

Have you purchased a computer book(s) within the past 12 months?

Yes	72%
No	27
No Response	1

Are you currently a member of a computer user's group?

Yes	30%
No	69
No Response	1

Purchase Intentions

Do you plan to purchase a new computer within the next 12 months?

Yes	26%
No	72
No Response	2

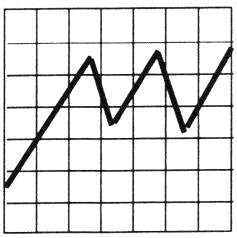
If yes, which model are you most likely to purchase?

IBM PC or compatible	29%
Amiga 3000	26
Amiga 2000	24
Amiga 2500	8
Amiga 500	4
Mac SE/Mac Plus/Mac II	3
80386 computer	2
Apple II	1
Commodore 128	1
Compaq LTE/286	1
Commodore 64	-
No Response	3

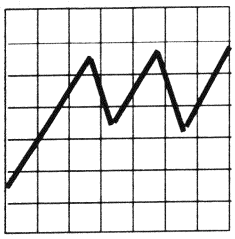
Number of Respondents: 203

Do you plan to purchase a new peripheral in the next 12 months?

Yes	72%
No	26
No Response	2



STATS



STATS

The most coveted peripheral among those who plan to purchase one over the next 12 months is the internal hard disk drive. Of the 148 respondents who intend to purchase one, the average expenditure was $739.00; the median expenditure was $691.00. The brands ranked as follows: GVP (14%), Seagate (8%), Supra (8%), Quantum (6%), Microbiotics (3%), Commodore (6%), Other (9). The report included similar information for all peripherals under consideration by *AmigaWorld* subscribers.

Do you plan to purchase software within the next 12 months?

Yes	88%
No	10
No Response	2

If yes, please check the type of software which you are planning to purchase within the next 12 months. Approximately how much will you spend for each type of software?

	Plan to Purchase	Average Expend.
Accounting	10%	$222
Animation	20	$224
BBS	4	$175
CAD	10	$244
Database	13	$187
Desktop Publishing	17	$201
Educational	17	$132
Financial Management	8	$125
Games/Home Entertainment	55	$181
Graphics/Business Present.	13	$262
Home Productivity	5	$111
Integrated Software	5	$262
Multimedia	4	$367
Music	14	$179
Personal Productivity	5	$154
Programming Tools	10	$175
Public Domain	18	$90
Spelling Checker	2	$85
Spreadsheets	7	$127
Telecommunications	6	$85
Hard Drive Utility	11	$92
Other Utility	3	$90
Video	13	$264
Word Processing	17	$140
Other	3	
No Response	3	

Number of Respondents: 692

Base: Respondents who plan to purchase software within the next 12 months.

Where did you purchase your computer software?

Computer Store	66%
Mail Order	60
Software Specialty Store	19
Direct from Manufacturer	14
Book Store	10
Department Store	3
Post Exchange	1
Used	1
Other	2
No Response	2

How soon after seeing a new software package advertised by an established publisher are you likely to purchase it?

Within 30 Days	15%
30 - 60 Days	21
61 - 90 Days	20
4 - 6 Months	20
More than 6 Months	20
No Response	4

Average number of months: 3.5

Median number of months: 2.6

Do you have children?

Yes	52%
No	48

If yes, do you purchase educational software for them?

Yes	58%
No	41
No Response	1

Number of Respondents: 406

Base: Respondents who have children

Statistical Data

Male	90%
Female	9
Married	57%
Single, Never Married	28
Widowed/Separated	7
No Response	8
Under 18	5%
18 - 24	20
25 - 34	24
35 - 49	34
50 - 64	12
65 and over	3
No Response	2

Median Age: 35

EDUCATING AMERICA ABOUT THE AMIGA

Since coming to Commodore last year, I have been privileged to work with a great group of professionals who come from and understand the education marketplace. Since we rolled out our education program in January, the response from the education markets has been extraordinary. We have made significant inroads in both higher education and K-12, in terms of increased presence and visibility, wonderful new reference sites, and *revenue*. In the first six months of 1990, Commodore's education sales tripled compared to the same period last year.

Our market strategy of focusing on student purchase plans in higher ed, as well as faculty and institutional opportunities in focused areas where we are strong (such as art, graphics, math and broadcast journalism) has paid off, as has our K-12 strategy of focusing on the needs of the individual teacher.

In this edition of *AmigaMail Market,* Susan Bengough and Fred Holland, education specialists, will describe some of the specific programs we have brought to both markets, to give you a flavor of not only what we hope to accomplish, but what we have already been able to do in a very short period of time. The partnerships we have already established with key software developers are but a precursor of the relationships we hope to forge as time goes on, for mutual benefit.

Howard Diamond
Director of Education

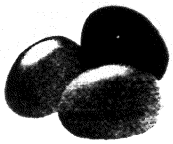
Raising K-12 Amiga Awareness

by Susan Bengough

Susan Bengough is an education specialist at Commodore.

This past spring, Commodore distributed a pair of direct mail pieces to over 20,000 school district computer coordinators, board of education members, and targeted teachers at public and private schools nationwide.

The first mailing was a teaser – a small black box imprinted in white with the slogan "Purchasing decisions for school computers can't be all black and white." Inside was a package of black and white jelly beans and the line: "Get Ready for a Sweet Deal from Commodore on the Amiga 500." The follow-up mailing continued the theme. The bright green envelope contained a colorful package of jelly beans, a brochure with the slogan "The Computer for Human Beans," and information on the Amiga 500 education bundle, an Amiga education price list and ordering information.



Educating America

The Agenda

The first challenge faced by the Commodore K-12 education marketing team has been addressing the common misconceptions about the Amiga in the market. In 1989, the Amiga was virtually unknown in grades K-12. Our first goal, therefore, was to establish an awareness of the Amiga among educators and education decision makers.

To acheive that goal, we have made efforts in the following areas, all the while striving to involve and focus on our alliances with developers:

- advertising
- newsletters
- direct mail
- trade shows
- promotions
- sales staff.

Advertising

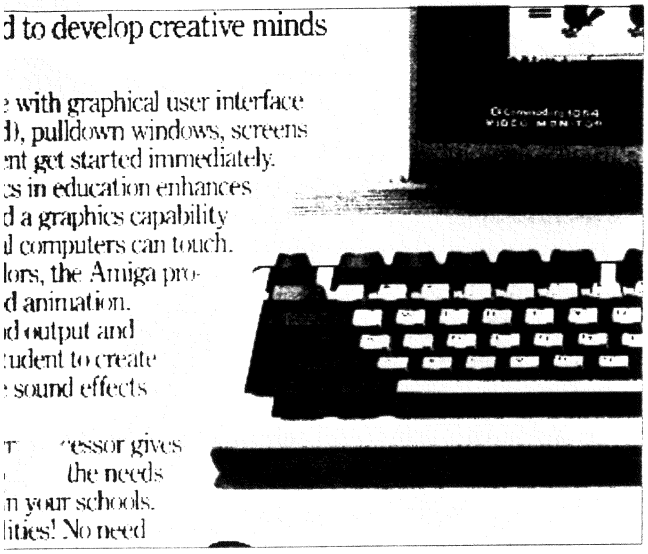
Since January we have run two double-page spreads in the following magazines: *Classroom Computer Learning, T.H.E. Journal, Media & Methods, Teacher, Instructor* and *Teaching & Computers.*

Our first ad announced our Teacher Buy Program with the special pricing for educators. The second ad, which reinforces the Amiga's value, outlines the unique features of the Amiga in detail and presents our new educational look. Both ads contained screen shots of popular Amiga programs, *WordPerfect, Where in the World is Carmen Sandiego?, ProWrite* and *Math Blaster Plus*. These ads reached well over 100,000 educators, influencers and decision makers.

Our ad schedule for the rest of the year will include placement of new four-color, two-page spreads in many of the publications listed above.

Newsletter

A six-page newsletter for educators called *Amiga Visions in Education* made its debut in April. The newsletter included such articles as "Creative Writing -- the Multimedia Way,"



"Multimedia Lesson Plan," "Software for the Amiga (15 annotated titles)," "The Amiga Education Partnership" and a listing of Amiga User Groups. Over 15,000 copies were distributed to educational dealers, educational publishers, K-12 customers on file and trade show attendees. If you'd like to be on our mailing list for future issues contact me at the number listed on page 31.

Trade Shows

So far, 1990 has seen Commodore dramatically increase its presence by exhibiting at key educational trade shows, including:

Microcomputers in Education
March Tempe, AZ
Eastern PA Computer Conference
March Valley Forge, PA
Technology in the Social Studies
April Austin, TX
Georgia Educational Tech. Conf.
April Columbus, GA
Chief Council of State School Officers
April Minneapolis, MN
ComputerFest
May Somerset, NJ
Computer-Using Educators
May Palm Springs, CA
National Educational Comptng. Conf.
June Nashville, TN

Commodore will continue to promote the Amiga with an expanded trade show exhibition schedule which includes the following shows through next year:

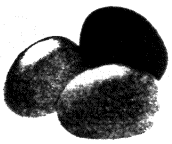
Interactive Video Discs in Ed. & Training
Aug. 22-24 Washington, D.C.
ComputerFest
Sept. 14-16 San Francisco, CA
EDUCOM
Oct. 14-17 Atlanta, GA
Nat. Alliance of Black School Educators
Nov. 16-20 Anatole, TX
Fla. Educational Technology Conference
Feb. 5-8, 1991 Tampa, FL
National Catholic Education Assoc.
April 1-4, 1991
Boston, MA
National School Board Association
April 13-16, 1991
San Francisco, CA
ComputerFest
May 5-6, 1991 Somerset, NJ
Nat. Educational Computing Conference
June 17-20, 1991 Phoenix, AZ

Educating America

To increase educators' awareness of the Amiga, Commodore encourages third-party developers and publishers to exhibit at pivotal national and regional education shows. And to assist these participating developers, we have

instituted an Amiga hardware loaner program.

Developers interested in exhibiting should contact Randy Kelsey as far in advance of the show as possible to reserve the hardware. A completed loaner request form must be received by Commodore 30 days in advance of the show. The program provides Amiga 500 systems (w/ A501 RAM expansion, 3.5" disk drive, and 1084S color monitor), Amiga 2000HD systems (with 1084S color monitor), and Amiga 2500/30 systems (with 1084S color monitor). Equipment can be shipped to the developer or directly to the show.



Educating America

Sales Staff

Commodore has established an educational sales force. Regional education sales offices (eastern, central and western regions) are staffed with regional managers and account executives who are qualified to call on schools to help close the sale. And, as Howard mentioned in his letter (see page 23), they have generated some very impressive sales.

Fighting the Myth

One of the myths that hampers our efforts to sell the Amiga to the K-12 market is that there is no educational software available. In a joint effort with Amiga developers, Commodore has undertaken a number of steps to correct this misconception.

1) We have developed an annotated educational software guide for the Amiga. The 100-page guide is divided by curriculum area and grade and includes such helpful information as product descriptions, prices, availability of lab materials, and publisher information. The guide is being mailed to dealers, publishers and Amiga owners and will be distributed to Amiga educators at trade shows. Publishers who are interested in having their products included in future issues should send press releases and samples of newly released Amiga education products to my attention.

2) We are also establishing a software loan program that will allow us to promote programs to educators and Commodore education dealers on a wider basis. If you'd like to participate, we ask that you send 15 copies of your education program (for K-12 or higher ed) to be distributed as follows:

Commodore Account Executives and Regional Managers - 9 copies
Corporate Office - 3 copies
Evaluation Agencies - 3 copies

3) We are working with educational distributors, magazine publishers and evaluation agencies to ensure that Amiga software is listed and reviewed.

Over 2,000 educators/students have bought into the educational program this year, and we are extremely optimistic about our future. We're putting the finishing touches on a very strong back-to-school campaign to further increase the Amiga's installed base in grades K-12.

To capitalize on this success Amiga developers need to publish *good* drill and practice programs, tutorials, simulations, problem-solving programs and tools. Above all, it is important that Amiga education software truly utilize the unique features of the Amiga (multitasking, pull-down menus, multimedia, graphics/sound capability) to stand out from the crowd.

One of our goals for 1990 is to further strengthen our relationships with Amiga software publishers and developers. We welcome your input and suggestions for co-marketing ideas and development plans. ▲

Opportunities in Higher Education

by Fred Holland

Fred Holland is an education specialist at Commodore.

The most important ally that Commodore has in the higher education market is the Amiga software development community. The importance of this market to the Amiga cannot be overemphasized. Campuses have traditionally been an important proving ground for microcomputer platforms. A platform that achieves acceptance in higher education can carry that success into the general population.

Developers need to know the answers to several questions to prosper in the higher education market. If you have other questions about this market, you can contact me or CATS' Education Application Manager, Laura May at the numbers listed on page 31.

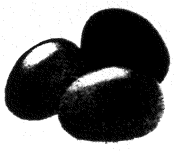
Why sell to education customers?

EDUCOM is an organization founded in 1964 to address the needs of colleges and universities for the introduction, use and management of information technology. Its membership includes both colleges and universities and the companies that provide them with information technology products. Commodore became a Corporate Associate member in 1989 as part of its commitment to support the needs of higher education users of Amiga technology.

In June, at EDUCOM's advisory board meeting, representatives from the higher education community spoke on the software needs of colleges and universities. The board outlined four reasons for software developers to sell to colleges:

1. High Product Profile. Any college campus makes a great demonstration site or user site reference when developing publicity for your products. Potential customers who see your software product in use on a college campus will know that the product has received a "thoughtful and thorough evaluation." In effect, the college or university provides a "seal of approval" for your products.

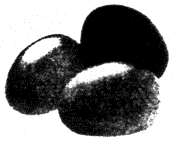
2. Brand Loyalty. Colleges and universities are known for their loyalty to a supplier. Once you are selected, you are the vendor of choice unless you fail to be responsive. Colleges simply do not change allegiances quickly. A great deal of internal support develops for accepted products on a college campus: the product becomes part of the fabric of the college curriculum. And the diversity of users on campus makes it easier to find a niche of loyal users who will fight for continued support of your product. The Amiga has started to establish such a stronghold among college art departments, math departments, physics departments and bioscience departments; in general the Amiga is strong wherever there is a need



Educating America

to visualize data or images.

3. Steady Sales Volume. A campus is made up of three distinct purchasing groups -- administrative support staff, instructional faculty, and students. Each group has a different buying pattern. The administrative support staff buys the traditional office applications (e.g., word processing, desktop publishing, spreadsheet, database, file utilities, network communications), which may represent a one-time, big order.



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The instructional faculty members are always looking for innovation, but they expect "free" evaluation samples before buying multiple copies for the lab.

Finally, the student body represents a transient group that buys *every year.* The incoming freshman class represents the largest customer pool on campus, and it also represents *new* hardware and software sales.

4. Potential Source of User Support. University computer centers create their own user support materials such as reference cards, documentation and standard templates. With a high number of end users this can create very usable, pre-tested support material for your applications. Also, academic users sometimes develop creative new uses for your products as a result of the traditional need "to publish or perish." And don't overlook the "cheap" labor force that graduate students represent: you can fund changes in documentation or farm out development and testing of new products.

When do campuses buy software?

Institutional purchases occur in late December with larger orders being placed in the months of March, April and May.

Faculty and student purchases occur throughout the year. August through October represent the "Back to School" months. As in the overall consumer market, November and December are tied to holiday purchases. March represents a "Spring Break."

Late spring is when the largest orders can be expected from both institutions and individuals. April through June are the busiest months for several interesting reasons: seniors want to exercise their "special student discounts" before graduation. Undergraduates are getting tax refund checks. Departments are using "spend-it-or-lose-it" budget residuals. And faculty members are preparing for grant-funded summer projects.

Where do campuses buy Amiga software?

Commodore's Education Marketing Specialist (EMS) program makes a local Commodore dealer an educational sales location for Amiga software. The Institutional Reseller Agreement (IRA) program makes the campus bookstore or computing resource center the "on-campus" outlet for Amiga products. Both of these resellers will be sourcing product through Amiga software distributors. (See list in spring *AmigaMail Market.)*

Direct orders from publishers should be anticipated: "lab bundles," "30-day P.O. evaluation trials," and site licensing are usually negotiated with the publisher. A 30-day P.O. evaluation is an option many publishers are now using. Although textbook publishers can send a free review copy to professors and still recoup those losses through sales to students, this is less frequently the case with software. Instead, many publishers are requesting a purchase order before sending a 30-day trial copy. If the professor decides the software is

suitable, an invoice is sent.

What product categories will colleges be seeking this year?

This year's higher education purchases will break down into these categories:

- Developmental tools for *AmigaVision*.
- Data Visualization: *Maple* from WATCOM and *Distant Suns* from Virtual Reality Labs are examples of unique, visualization tools of mathematics and astrophysics. One untapped Amiga application in this area: medical imaging systems for teaching hospitals.
- Mac and MS-DOS utilities: College campuses use MS-DOS-compatible and Macintosh systems, so I am looking for "Survival Kits" for Amiga users in these "hazardous" environments.
- Mainframe and Network Communications: Amiga campus users often have to "tap" the resources of campuses with numerous host systems.
- Shareware and Public Domain Distributors: Where's a Fred Fish disk or a "Killer Badge Demo" when you need one?
- Maintenance Utilities: Virus killers, backup utilities, etc.
- Lab Instrumentation: Data collection forever! (IEEE 488 anyone?)
- Applications Packages: word processing, desktop publishing, spreadsheets and databases that allow for MS-DOS application file exchange with the brand names on that side: *Lotus 1-2-3, dBase III* and *WordPerfect*.

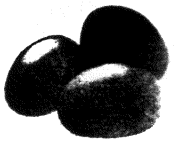
How does the developer get into the market?

The easiest way for a developer to enter the education market is to walk in with Commodore. Since Commodore needs to provide full software support of Amiga computers on campus, we require the participation of developers in Commodore's education marketing programs for both the K-12 and higher education markets.

As Susan mentioned in her article, developers are asked to provide promotional software packages to cover shows/conferences, Amiga Campus Showcases, Amiga Graduate Fellowships, and other institutional demonstration sites.Higher education software developers are also welcome to borrow hardware systems for use at key conferences and education trade shows.

By participating in this year's marketing program, a software developer will receive the following:

- Contact lists of Amiga Campus Users: These user profiles will help you develop referrals for your product.
- Sales leads from shows, workshops and conferences: These leads will permit you to do direct mail to attendees at the numerous shows and conferences planned for this year.
- Publication schedule of education advertising and the editorial topic of the issue.



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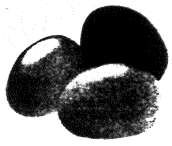
Participating publishers will be featured in our ads. We also encourage publishers to reinforce the impact of our Amiga hardware ads with your own advertising. At press time our schedule has not been finalized, but you can expect to see Commodore advertising in some of the following publications: *Academic Computing, EDUCOM Review, T.H.E. Journal, Chronical of Higher Education,* and campus newspapers to support local Amiga resellers. ▲

Amiga Education Case History

WALTON MEDIA PRODUCTIONS

Virtually every teacher is faced with the dual challenge of developing creative curricula and motivating students. In the last decade, computer technology was viewed by many as "The Answer." Of course, most have since learned that the best role for computers in the classroom is as a tool. The rest is up to the ingenuity of teachers to motivate students and spark their imaginations.

This is especially evident in the students of Diana Brown's media lab at George Walton High School in Marietta, Georgia. Ms. Brown, who taught computer programming long before microcomputer vendors met their first business manager, is always searching for new methods and tools to spur classroom creativity in her lab, which is part of Walton High's Accelerated Learning Program (ALP).



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The lab, formally known as Walton Media Productions, began producing short animated features and Super-8mm movies in 1982. The advent of low-cost VCRs, camcorders and computer technology in the middle 1980s, substantially improved the quality, creativity and technical sophistication of video productions, particularly the annual video yearbook.

A high-performance computer seemed an appropriate device for a teacher whose philosophy is to give students extraordinary freedom to explore and discover. Such a computer was warranted for a classroom full of students gifted in the arts, such as drama, music and painting.

According to Ms. Brown, the students were so taken with the Commodore Amiga purchased by the school that, "After only a few weeks, I realized I'd never get a chance to use it myself." So she bought an Amiga of her own to use at home.

Although producing multimedia videos is what excites Walton students the most, they've always got an eye on the bottom line. In fact, with their freedom to run the lab as a business, Walton Media Lab resembles a Junior Achievement project all grown up.

Sales of the students' video productions generate valuable revenue for the lab to invest and upgrade in new equipment (about 75 percent of the funds needed). As Walton senior Christy Hull says, being in the lab makes her more "experientially advanced." Classmate Jennifer Pelt agrees, saying she learns more about real life in this class" than in any other. They use *Superbase Personal* to run databases, *WordPerfect* for business correspondence and Sedona Software's *Moneymentor* to do bookkeeping.

Working with an ordinary camcorder, the students use the Amiga 2000 with a genlock to overlay graphics, titles and credits on their yearbook, which ends up on a VHS videotape.

Who's Who at Commodore Education

Howard Diamond, Director of Education
Ingrid Wallace, Manager, Education Market Development
Susan Bengough (215) 344-3013 • Software Loaner Program • Newsletter • Trade Shows • Software Guide • Advertising • Software Development Guidelines
Laura May (215) 344-3025 • Software Development Guidelines
Fred Holland (215) 431-9467 • Higher Education Programs
Randy Kelsey (215) 431-9246 • Hardware Loaner Program

All the above people can also be reached by writing:
Commodore Education, 1200 Wilson Drive, West Chester, PA 19380.

In one sequence, they used *Photon Paint* by MicroIllusions to generate a creative graphic for the basketball "chapter" of the 1990 video yearbook. For the special effect, they took the video picture of a basketball banner, froze it with a framegrabber and then overlayed their graphic and title.

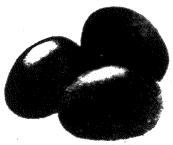
In an earlier yearbook, they used JDK Images *Pro Video Plus* (distributed by Shereff Systems) to overlay Joe Isuzu-like titles during a young man's tongue-in-cheek soliloquy on the endearing qualities of Walton High. The Amiga's built-in stereo sound was also used to help record part of the yearbook's soundtrack.

Ms. Brown first learned about the Amiga's graphics capabilities from video and television professionals and was sold on the Amiga after attending several computer education workshops. Her decision to purchase the Amiga was confirmed after a participant at the International Film and TV Workshop recommended it.

True to form, however, Ms. Brown ultimately left the final recommendation to her students. After exhaustive research and consultation with experts in the field, the students determined that, for the money, the Commodore Amiga delivered the best of all worlds -- lots of software to support multimedia productions on a single interface at a fraction of the price of an Apple Macintosh.

Although there are many tangible rewards for Walton Media Lab students, including recognition from their peers, teachers and the community at large, they've also begun to reap notice outside the community.

"Reflections," an anti-substance abuse video won two awards from the National Parent Teacher Association, including first place for best docudrama and grand prize winner in the anti-substance abuse video category. In addition, "Dreams," a Walton Media Productions video about a woman's longing for a modeling career, garnered best video at the International Student Media Festival in Dallas.



Educating America

The Walton High Video Yearbook has energized Ms. Brown's classroom spirit as well as the entire school. Flush with the success, Walton Media Productions has since expanded its capabilities with an Amiga 2000HD and expects to add ten more Amiga computers in 1990. For the lab's student, there really is no business like the video business. ▲

Note: The information included here is supplied by the publisher and is subject to change. If editorial deadline is not indicated, assume deadline to be 3-4 months prior to issue date.

1990 EDITORIAL/ADVERTISING SCHEDULES FOR AMIGA MAGAZINES

Amazing COMPUTING

Amazing Computing
Pim Publications, Inc., Currant Road, P.O. Box 869, Fall River, MA 02722-0869
Phone: (508) 678-4200; Fax: (508) 675-6002
Advertising: Alicia Tondreau; Editorial: Don Hicks

Issue	Topic	Ad Reservation Deadline
Sep	Amiga Graphics	7/16/90
Oct	Hypermedia/Multimedia & Amiga in Education	8/16/90
Nov	Amiga Hardware	9/17/90
Dec	Your Amiga: Games, Surprises, Your First Amiga!	10/15/90
Jan	Animation	11/15/90
Feb	Amiga Desktop Publishing	12/14/90
Mar	Business on the Amiga	1/15/91
Apr	Sound/Music	2/15/91
May	Amiga at Home	3/15/91
Jun	Amiga Programming	4/15/91
Jul	Multimedia	5/15/91
Aug	Amiga Video	6/14/91
Sep	Amiga Graphics	7/15/91
Oct	Amiga Productivity Applications & Amiga in Education	8/15/91
Nov	Amiga Hardware	9/16/91
Dec	Amiga Survival: Establishing the Needs of a True "Amigaphile"	10/15/91

AC's GUIDE/AMIGA

AC's Guide to the Amiga
Pim Publications, Inc., Currant Road, P.O. Box 869, Fall River, MA 02722-0869
Phone: (508) 678-4200; Fax: (508) 675-6002
Advertising: Alicia Tondreau; Editorial: Don Hicks

Published three times per year, this is a full round-up of Amiga products. They are currently looking for new product information for the next edition.

The Amiga Insider: The Magazine for the Amiga Industry
Hahn-Wallace Publishing Group, Inc., 6820 Distribution Drive, Beltsville, MD 20705
Phone: (301) 595-0950; Fax: (301) 595-0954
Advertising: Glen D. Sabin, Phone: (800) 284-3624
Editorial: Jocelyn M. Brooks

The Amiga INSIDER

In March Hahn-Wallace Publishing (who also publish AX Magazine *and* Amiga Graf/x*) distributed its first issue of* Amiga Insider*, a publication for dealers, distributors, developers and others involved in the Amiga market. According to the publisher, Insider is "distributed free of charge to the decision makers (buyers) at every chain and independent Amiga dealer in the U.S. and Canada. Current circulation of the controlled publication stands at 8,500. Future distribution plans include controlled copies to all of Europe and several other key countries that enjoy brisk sales of the Amiga computers and software."*

Editorial content has included New Product News; Dealer Sales Reports; Hot Product Lists; Dealer Picks and Pans; an interview with Lloyd Mahaffey, Commodore's vice president marketing.

The first two issues of the monthly contained 32 pages each with ads inserted by distributors, publishers and manufacturers. A four-color ad at one-time rate is priced at $1100. Up to ten copies of each issue are available free of charge to Amiga developers and dealers; call (301) 439-1151 for more information.

AmigaWorld
IDG Communications, 80 Elm Street, Peterborough, NH 03458
Phone: (800) 441-4403, (603) 924-9471; Fax: (603) 924-9384
Advertising: Kenneth Blakeman; Editorial: Doug Barney

AMIGA

Issue	Topic	Ad Reservation Deadline
Sep	Video	6/20/90

This issue will cover video from high-end professional applications to low-end home video studios, with an emphasis on the recent rapid advances in Amiga video technology.

Oct	Animation	7/19/90

A look at new animation software plus tutorials on animation techniques, setting up an animation studio, and getting your animation into videotape.

Nov	Games	8/20/90

This issue will include the annual Top 40 Countdown. The review section will be expanded and the editors will feature a game buyer's guide. The annual reader choice contest will also appear in the November issue.

Dec	Software Buyer's Guide	9/21/90

AmigaWorld's *complete and authoritative guide to all Amiga software (excluding games). Experts' choice awards will also be presented.*

Antic's AMIGA Plus

Antic Publishing, 544 Second Street, San Francisco, CA 94107

Phone: (415) 957-0886; Fax: (415) 882-9502

Advertising: Denny Riley, Austin Holian; Editorial: Nat Friedland

In every issue: 50 new Amiga products; Games Gallery Reviews, Hard Copy Printing Column, Guy Wright's Ziploc Software Review Column, Feature reviews of the hottest new software and hardware.

Issue	Topic	Ad Reservation Deadline
Oct/Nov	Educated Amiga	7/9/90
	including: Educational Software Survey, Commodore's Education Push, HP Deskjet, Font Drivers	
Dec/Jan	Expert Holiday Shopping Guide	9/7/90
	including: Architect's CAD Roundup, Amiga CD ROM Projects	
Feb/Mar	Hash Animation Spotlight,	11/7/90
	including: Beyond BASIC Windows, Prof. Tilley's Animation Basics, Get More From Your Printing Service	

Avid: The Amiga Video Journal

370 Altair Way #207, Sunnyvale, CA 94086

Phone: (408) 252-0508

Editor: Jim Plant

This new monthly tabloid focuses on Amiga video users. The May issue was 24 pages of Amiga video news, reviews, hints and articles. The publication has employed such noted Amiga freelancers as Oran Sands III on digitizing techniques and Matthew Leeds on image processing. In a house ad to advertisers, the publisher claims to have reached 10,000 Amiga-video users with the May issue.

A.X. Magazine's Amiga Software & Information and *Amiga Graf/x*

Hahn-Wallace Publishing Group, Inc., 6820 Distribution Dr., Beltsville, MD 20705

Phone: (301) 595-0950; Fax: (301) 595-0954

Advertising: Glenn D. Sabin; Phone: (800) 284-3624; Editorial: Kirsten Dove

A.X. Magazine is Hahn-Wallace's bi-monthly general interest Amiga publication. It features hardware and software reviews, tutorials, news and two companion disks. Amiga Graf/x is a bi-monthly targeted at graphic artists, animators, cartoonists, desktop publishers and videographers. It includes reviews, tutorials, case histories, news and a companion disk with utilities, templates, pictures and animations. Both publications use the Amiga extensively for editorial and graphic layout. In a recent promotion Hahn Wallace "declared war" on "overpriced" advertising rates in Amiga magazines. The publisher ran a limited-time offer which priced full-page, four-color ads are in both titles at $600 per insertion (two insertion minimum, six insertion maximum). They explain that since their publications are priced at $14.95 for single copies and $69.95 for a one-year subscription, they "do not rely on advertising support to pay our bills." Even without the special deal their advertising rates (based on unaudited circulation figures of 30,000 for A.X. ad 20,000 for Graf/x) is quite competitive.

(this listing continued on next page)

A.X. Magazine

Issue	Topic	Ad Reservation Deadline
Aug/Sep	Music	6/13/90
plus: Desktop Video; Amiga & Education; Hardware Sweepstakes		
Oct/Nov	Digital Painting	8/15/90
plus: Games, Part 1; Hardware Sweepstakes		
Dec/Jan	Ray Tracing	10/17/90
plus: Pre World of Commodore Coverage; Special Holiday Gift Supplement; Hardware Sweepstakes; BONUS CIRCULATION: World of Commodore		

A.X. Magazine's AMIGA Software & Information

INFO

123 N. Linn Street, Suite 2A, Iowa City, IA 52245
Phone: (319) 338-0070; Fax: (319) 338-0897
Advertising: Carol Brown; Editorial: Benn Dunnington, Mark Brown

The September issue inaugurates a new era at *INFO*. With that issue *INFO*, the first magazine of any kind to embrace desktop publishing, will drop its eight-bit coverage and go monthly (actually 11 issues per year). In addition to the features scheduled below, each issue will include a technical and entertainment section. The Technical Section will be authored by Chris Zamara and Nick Sullivan, former editors of the now-defunct *Amiga Transactor.* Columnists will include Oran J. Sands III (video), Denny Atkins (multimedia), Peggy Herrington (music and sound), John Foust (3D and animation), Brad Schenck (Amiga graphics), Shay Addams (adventure games), and Arlan Levitan ("humorous insights into the world of Amiga computing").

Issue	Topic	Ad Reservation Deadline
Sep	Multimedia	6/22/90
Features: Sound & Music, 3D & Animation, Multimedia & DTP, Video.		
Oct	Special	7/20/90
Features: Graphics, Sound & Music, Multimedia & DTP, Video.		
Nov	Video	8/17/90
Features: Graphics, 3D & Animation, Multimedia & DTP, Video.		
Dec	Entertainment	9/14/90
Jan	Special	10/12/90
Features: Sound & Music, 3D & Animation, Multimedia & DTP, Video.		
Feb	Graphics	11/16/90
Features: Graphics, Sound & Music, Multimedia & DTP, Video.		
Mar	Special	1/4/91
Features: Graphics, 3D & Animation, Multimedia & DTP, Video.		

INFO

TRADE SHOW SCHEDULE

An asterisk (*) indicates that Commodore currently plans to exhibit at the show. This information is subject to change without notice.

AUSTRALIA

*7/3-6/90	Sound & Vision '90	Sydney
*7/9-13/90	World Conference on Computers in Education	Sydney

EUROPE

*9/4-8/90	SWISSDATA	Basel, Switzerland
*9/11-15/90	HI-Meese	Herning, Denmark
*9/17-21/90	KONTOR '90	Oslo, Norway
9/25-29/90	InterCAD '90	Vienna
10/3-10/90	Kontor & Data '90	Copenhagen
*10/4-8/90	SMAU	Milan, Italy
10/9-11/90	Image Processing	London
10/16-18/90	European Training Technology Event	The Hague
10/16-18/90	Software Development	Paris
*10/18-22/90	IBTS	Milan, Italy
10/23-25/90	Softfair 90	Gent, Belgium
10/22-26/90	Systec	Munich
10/24-27/90	Logic Computer Show	Lugano, Switzerland
10/25-28/90	Art Mode	Frankfurt
10/25-30/90	Orgatechnik	Cologne, W. Germany
10/30-11/1/90	Electronic Data Interchange	London
11/6-8/90	Computer Graphics	London
11/6-8/90	Desktop CAD	London
11/6-8/90	Electronic Displays	London
11/8-11/90	AMIGA '90	Cologne, W. Germany
11/14-16/90	UNIX	Stockholm
*11/16-23/90	SIMO	Madrid, Spain
11/20-22/90	Kommunikation/ Info/Teleteknik	Sweden
11/28-30/90	The DTP Show	London
12/6-9/90	Computer Shopper	London

NORTH AMERICA

6/19-21/90	PC Expo	New York, NY
*6/25-27/90	NECC Natl. Educ. Cptng. Conf.	Nashville, TN
*6/26-29/90	American Assoc. of Physics Teachers	Mineapolis, MN
*6/27-30/90	Amiga DevCon	Atlanta, GA
6/29-7/1/90	AmiEXPO	Chicago, IL
*7/9-12/90	Navy/Army Micro Show	San Diego, CA
7/17-19/90	UniForum	Wash., DC
*8/7-9/90	Siggraph	Dallas, TX
*8/12-17/90	Military Exchange Services	Dallas, TX
*8/23-25/90	SALT Soc. for Applied Learning	Wash., DC
9/5-6/90	FedMicro	Wash., DC
9/5-7/90	ABCD '90	New Orleans
*9/11-13/90	Video Expo	New York, NY
9/14-16/90	ComputerFest	San Francisco
9/15-16/90	World of Commodore/ Amiga - Users' Fair	Valley Forge, PA
9/16-19/90	Spectrum '90 Graphics Communications Assoc.	Phoenix, AZ
*9/17-19/90	Fed. Computer Conf./ Defense & Gvt. Comp. Graphics Conf.	Wash., DC
*9/26-27/90	Ottawa Business & Gvt. Show	Ottawa, ON
10/3-5/90	Seybold Cptr. Publishing Conf.	San Jose, CA
*10/3-5/90	Unix Solutions	Anaheim, CA
*10/5-7/90	World of Amiga	Chicago, IL
10/5-7/90	AmiEXPO	Anaheim, CA
10/10-13/90	Software Publishers Association	New Orleans, LA
*10/14-17/90	EDUCOM	Atlanta, GA
11/7-9/90	MATRiiX 12 Graphics Communications Association	Milwaukee, WI
*11/12-16/90	COMDEX	Las Vegas, NV
*11/30-12/2/90	World of Commodore	Toronto, ON
2/14-16/91	INFOCOMM Intl.	Orlando, FL
3/17-20	Software Publishers Association	San Francisco, CA
5/30-6/2	West Coast Computer Fair on Computers	San Francisco, CA

EUROPEAN COMPUTER SHOW ORGANIZING NOW

The European Computer Trade Show, organized by Blenheim Database Exhibitions, has established itself as a showcase for promoting trade both within Europe and for overseas companies in the leisure and small business sectors of the computer industry. The 1990 show attracted a strong contingent of American exhibitors.

Among the international Amiga publishers present were Accolade, Activision, Bethesda Softworks, Broderbund, CP Software, Domark, Electronic Arts, Lucasfilm Games, Logotron, Mindscape, Novagen, Ocean, ORIGIN Systems, Psygnosis, System 3, and Virgin Mastertronic.

Since one area at next year's exhibition will be dedicated to multimedia, even more Amiga developers are expected to be at the show which will be held April 14-16, 1991, at the Business Design Centre, Islington, London.

According to Commodore's U.K. sales director David Pleasance, "It's a great show for meeting people and it's excellent for the software publishers and distributors." If you're looking for European Amiga products to market in the U.S.A. or if you're in need of a European business partner, you should consider the European Computer Trade Show.

For more information, contact Rita Keane or Gail Blincow at Blenheim Database Exhibitions Ltd., Europa House, Adlington Park, Adligton, Macclesfield SK10 4NP, United Kingdom; Phone: 01144-625-879970; Fax: 01144-625-879961

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High Tech Export/Import Magazine

A fairly new magazine, *High Technology Export & Import*, focuses solely on the business of selling computers and communication equipment internationally. A recent issue featured stories about Cocom, Spain, barter trading with cashless buyers and structuring your company for the future. A year's subsciption is $50. Write to 386 Park Ave South, New York, NY 10016, or fax (212) 779-7475.

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Sony Introduces CD-ROM Discman

Software Industry Bulletin reports that Sony Corp. will initially sell its portable CD-based Data Discman in Japan only. The 1.2-pound "electronic book" will sell for about $380US. The Data Discman, which uses discs smaller than conventional CDs, features built-in data retrieval software, a 10-line, 15-character liquid crystal display and a QWERTY keyboard. An accompanying video adapter allows the unit to be hooked up to a monitor or TV.

-- *Software Industry Bulletin*

Hungary Looking for A500 Game Software

ESCO's Gunda O'Neal posts the following: Our distributor in Hungary is looking for business contacts worldwide who may be interested in setting up distribution rights in the East bloc countries. The distributor's interest is in game software for the A500. His address is:

HORVATH Gyula
NOVOTRADE
Novosoft Studio
1132 Budapest
Csanady u. 24
1389 Pf. 139
HUNGARY
Tel: (36-1) 149-9323

EA Reports 309% Profit Gain in Q1

Electronic Arts' net income for the first quarter of 1990 increased 309 percent over their profits in Q1 1989. Reported earnings jumped from $344,000 in Q1 1989 to $1.4 million in Q1 1990. In the *Software Industry Bulletin*, EA president Trip Hawkins said the gain was accomplished by "increasing our market share and by managing the business smarter." The value of EA stock nearly doubled this spring.

– *Software Industry Bulletin*

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Software Industry Bulletin

The last two items were culled from a newsletter called the *Software Industry Bulletin*. It's published 48 times a year by the Digital Information Group, Stamford, CT 06901; telephone: (203) 348-2751; fax: (203) 977-8310; MCI Mail: DIG. Subscriptions cost $295 in the U.S.A. and Canada; $315 for everywhere else. *SIB* accepts news, financial statements and new product releases.

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AmiShow Basel, Switzerland

An estimated 12,000 Amiga fans visited the AmiShow in Basel, Switzerland, last May 9-12.

Peter Simeon, reporting on UseNet about AmiShow (referred to on UseNet as AmiEXPO), said that the West German company Gigatron was not showing their Amiga laptop, which is reported to feature a redesigned Amiga motherboard, a full keyboard, a trackball, a floppy drive,an optional hard drive and a choice of LCD or gas plasma displays. But Simeon said Gigatron did show a "fascinating" 2.5-inch internal hard drive for the A500.

Amiga '90 Cologne (also put on by AMI Show) is scheduled for November 9-12 and opens on November 8 for professionals, dealers, distributors and the press. ESCO's Gunda O'Neal said the show's organizers would like to open a special area for smaller U.S.A. software and hardware companies. Ralf Hollax, general manager of AMI Shows Europe said the Cologne show, which last year drew about 35,000 visitors, will expand to two halls – one for entertainment and one for hardware and professional applications. For more info, contact AMI Shows Europe GmbH, Zugspitzstraße 2A, 8011 Vaterstetten, West Germany; or fax 08106-34094.

O'Neal also said that there is talk of holding an AmiShow in Milan, Italy, following the next European Developers Conference, but definite plans have not been made as of yet.

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Videography *Column*

Videography, a monthly publication which analyzes trends and events in the video industry, now includes a multimedia section in each issue. The publication describes *multimedia* as "an umbrella term to describe desktop video and the ways in which a number of existing and new electronic imaging, audio, and computer technologies are being integrated." Send your multimedia press releases to: Brian McKernan, Editor, *Videography*, PSN Publications, 2 Park Avenue, Room 1820, New York, NY 10016. Phone: (212) 779-1919; Fax: (212) 213-3484.

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SPA Consumer Software Section

The Software Publishers Association Consumer Software Section has been active in

promoting its group's special interests in a number of ways. The group has convinced a number of publications to run a full-page, color ad with the headline "See the World and Never Leave Home." The ad carries a toll-free number for more information. The day after the hotline first appeared in the *Cincinnati Enquirer* 200 calls were received. Consumers responding to the ad receive a 32-page booklet called "The Other Side of Computing" that sheds light on the numerous "non-business" applications of personal computers such as entertainment, education, desktop video, art and music composition, home management, and on-line communication.

The group's primary target is people who use personal computers predominantly for business productivity. The CSS is following up the initial print push with in-flight promotions on American Airlines' "Minding Your Business" video segments and United Airlines' audio programs. For more info, call the SPA at (202) 452-1600.

Phil Kurz has been named editor of AV Video. Send your Amiga video-related press to him at AV Video, Montage Publishing, 25550 Hawthorne Blvd., Suite 314, Torrance, CA 90505.

(continued from page 40)

products like Aldus *Persuasion* and *PowerPoint*. These products are very easy to use, but don't even come close to what can be done on the Amiga. Existing Amiga products in this category either didn't have the capabilities that the PC/Mac competition did or were too hard to use for the average business user. In this case, CATS is working with a current Amiga developer to bring a new product to the market.

• Enhance and fix existing products. Let's face it – many Amiga software companies are too small to devote significant resources to quality assurance. The products of these developers are much more creative and innovative than anything on the Mac or PC, but in many cases the quality of the Amiga applications is lacking. CATS is working with a number of Amiga developers to improve the quality of their products.

If Commodore is successful in bringing the Amiga to the corporate world, opportunity increases for all of us. The concern should not be that the big names are going to steal market share from the existing developers; on the contrary, the big names are going to propel the Amiga into the corporate marketplace and increase the size of the Amiga market. There will be more opportunity for everyone. And the competition will be very healthy for both the Amiga developers and the big name developers. None of the big name companies that I know of can react as quickly to market needs as as the Amiga developers, which is a significant advantage that all of you will still hold.

On a different topic, I received a letter from a dealer the other day claiming that a registered developer in his area was distributing beta copies of the 2.0 operating system. We did some research, and found out that the beta OS was even on a local BBS. This developer had signed the beta agreement which expressly prohibits such actions so, unfortunately, the developer in question had to be told he would be removed from the developer program.

We believe that it is very important to maintain the confidentiality of a new release. Widespread reports of early bugs (which every beta product has) can be very damaging to the credibility of the company. Especially with a release like 2.0, we felt that it was very important keep the details as quiet as possible to maximize the impact of the introduction. Your cooperation allows us to share advance information about new products with you in the most constructive way. ▲

FROM THE DESK OF

There has been some speculation among the Amiga developers regarding the CATS evangelical mission. There have been many rumors in the press and on the network about CATS people talking to the big name software companies in the PC and Mac community, and I've heard some concern from Amiga developers about the CATS mission. In some cases, the concern has been "why don't you pay attention to us – we've been supporting the Amiga since the beginning. If (fill-in-the-blank) gets ported to the Amiga, they'll put me out of business." I'd like to clarify the CATS mission, and address some of these concerns.

In order for the Amiga to be successful in the long-term, Commodore must gain credibility with the corporate market. We believe, as do Microsoft, IBM and Apple, that multimedia computing will be the hot technology of the '90s. As you all know, nobody has a technically better or more cost-effective solution for multimedia than Commodore. However, this isn't enough to break into the mainstream corporate market today – multimedia applications still make up a relatively very small percentage of total corporate computing. A computer purchased by a corporation today needs to be capable of meeting general business computing needs.

Here's where the big names come in. In most application areas Amiga developers have functionally better products than the big name companies. The problem is that the Amiga products don't have the name recognition that a Microsoft or Lotus has, which makes the corporate sell very difficult. In order to be convinced, a corporation must be sold on the availability of the business and productivity applications that they require. It is much harder to make the sale when you must introduce the corporation to a complete range of new and unknown applications, and convince them that each one of these applications will perform as well as, or better than the big name application. If you have the big names, that part of the evaluation ceases to become an issue.

With that in mind, let me simply state that the CATS evangelical mission is to "ensure the success of the Amiga computer by providing the applications software that is required by Commodore's target markets." There are three main ways we can do that:

- Bring big name software to the Amiga, for the reasons discussed above.
- Fill holes in the market. Not all corporate application requirements must be filled by big name products. In some cases, it is much more important to take advantage of the special capabilities of the Amiga. For example, Commodore marketing was recently looking for a killer business-graphics package to compete with

(continued on page 39)

AmigaMail Market
CATS
1200 Wilson Drive
West Chester, PA 19380

Bulk Rate
U.S. Postage
PAID
Permit No. 193
West Chester,
PA 19380

ADDRESS CORRECTION REQUESTED